



Northeast
Ohio

Partnership Packet 2017-18

Why AMA Northeast Ohio

- 235 member base
- Great attendee mix (client and agency side)
- Thousands of guests have attended AMA events
- Targeted audience for narrow message
- Dinner, lunch, mixers, special interest groups – vast programs with little overlap
- Email list of over 2,000 passionate marketers
- Daily social media posts to over 4,000 fans and followers

Package Levels

Type	Minimum Investment	Duration	Notes
Event Partner	\$500	1 Event	
Title Partner	\$1000	1 Event	Name on event
Corporate Partner	\$3000	12 Months	
Corporate In-Kind	\$500 Value	12 Months	

Event Partner

Package Description:

- Logo on event emails, event page and event PPT
- Message included in AMA Newsletter w/ Link
- Mention on all social media posts about event
- One (1) complimentary ticket to the event
- Mention by President and/or VP, Sponsorship
- Attendee List: Name, Company
- Four options: General, Food, Drink, Venue
- Option to place collateral or giveaways on designated sponsor table

Title Partner

Package Description:

- Name included on name of event
- Logo on event email, event page and event PPT
- Mention on social media posts about event
- One (1) promotional email to event registrants
- Two (2) complimentary ticket to the event
- Mention by President and/or VP, Sponsorship
- Attendee List: Name, Company
- Option to place collateral or giveaways on designated sponsor table
- Two-minute Infomercial and Table or Giveaways

Corporate Partner

Package Description:

- Logo on website, event emails, monthly e-newsletter
- Up to three messages included in newsletter over 12-month period
- Mention by President and/or VP, Sponsorship at every event
- Option to place collateral or giveaways on designated sponsor table
- Three (3) complimentary ticket during 12-month partnership
- Two-minute infomercial at one program of choice

Corporate In-Kind

Package Description:

- Logo on website, event emails, and monthly e-newsletter
- One (1) complimentary ticket to an event
- Option to place collateral or giveaways on designated sponsor table
- Recognition by President and/or VP, Sponsorship during events
- Recognition on Social Media (Twitter, Facebook, LinkedIn)

Custom & Add-Ons

Customization is available for any AMA Northeast Ohio Partnership Package

Examples Include:

- Slider image on AMA homepage
- Monthly article in AMA E-Newsletter
- Partner-driven program or social media event
- Feature table
- Partner table at each event
- “Program Series Partner” – See VP of Partnership for additional details
- “Annual Title Partner” – See VP of Partnership for additional details